

AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.



Vol. XXVI

ROCHESTER, N. Y., OCTOBER 1, 1917

No. 7

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Ontario Fruit Growers' Association—P. W. Hodgetts, Toronto, Canada.
Ornamental Growers' Association—C. J. Murray, Rochester, N. Y.
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Next annual convention: Chicago, Ill., June 26-28, 1918.

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THE AMERICAN NURSERYMAN—October 1, 1917

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RALPH T. OLcott
Editor and Manager

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

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This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

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AMERICAN FRUITS PUB. CO., INC.—25 Years in the Horticultural Field—ROCHESTER, N. Y.



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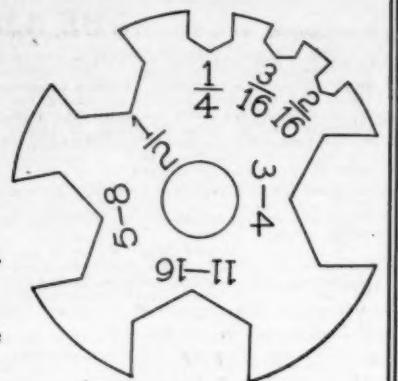
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ROCHESTER, N. Y. OCTOBER 1, 1917



A Practical Remedy for Nursery Trade Evils

By J. R. MAYHEW, President American Association of Nurserymen

Mr. President and Members of the Southern Association of Nurserymen:

I am most truly a son of the South. In this beautiful land of mountain and valley there is to me a peculiar charm to be found no where else in all the country, for this is the land of my nativity. I love religiously her traditions, her beautiful ideals, her unbounded hospitality. I love to think of her wonderful resources, and to dream of her splendid future, hence I find great pleasure to-day in speaking before this Association. I have in the past been impressed with your oneness of purpose in meeting the problems which confront you, with your spirit of fellowship, and I think amid such environment it will be a real pleasure to speak to you on the subject of Co-operation.

I think I shall serve the purpose of this occasion best if I speak to you of the plan inaugurated by the American Association of Nurserymen at Philadelphia last June, and, let me say here, I hope for your endorsement of and hearty co-operation in putting this plan over. That I may get the whole matter before you, I want to read the resolutions under which the proposed organization is authorized.

(Reading of Resolutions.)

Those of you who were present at Philadelphia remember that these resolutions, together with recommendations of President Watson and Mr. Cashman, were referred to a special committee and that the report of this special committee did not reach the convention until late on the last day of the meeting and that it was deemed best, because of the importance of the matter contemplated, to carry the resolutions over for another year. No one present doubted but that if these resolutions had been offered for adoption at the Philadelphia meeting they would have been adopted by practically a unanimous vote. The friends of these resolutions, in reference to the members who were not present, made a motion that these resolutions be printed in the proceedings of the Philadelphia convention, same to become the first order of business at the next annual meeting to be held in Chicago in June of 1918.

I want to discuss somewhat this proposed organization upon which the membership will vote at Chicago next June, for, as I have before stated, I believe the purpose of this occasion will be best served thereby, after which I shall speak to you about co-operation which, after all, is the foundation of organization.

ORGANIZATION

I think no one questions the preamble to the resolutions under discussion, that there

is urgent need for a more thorough organization to direct the affairs of the American Association of Nurserymen, and when I speak of the affairs of the American Association the same is applicable to every state and district organization as well. We are confronted with many problems which it is impossible to solve individually and which will only be solved co-operatively. The plan is to establish within some centrally located city of the country a general office, and to place therein the most capable man to be found who will work for the nurserymen three hundred and sixty-five days in the year, and I verily believe the results of this move on the Association's part will bring every worthy nurseryman in America into the National Association within the next five years. In the minds of some this executive is impossible, and in this connection I was impressed with one statement made to me at Philadelphia by at least a dozen men and to this effect, "The plan is capital and if you can name an executive for this job I am ready to vote for the adoption of your resolutions," proving, I think, that as far as the organization proper is concerned we are on the right track and that the plan will meet the needs of the membership. Now, to be sure, the man for this job is the very thing we must concern ourselves about, and he should be the best possible. I think, as recited in resolutions, that he should be a man acquainted with our problems, and I know he should be a man of large vision and unselfish life and purpose, an executive of the highest type, and I doubt not that such a man will be found. Suffice it to say that each of us should keep our minds open toward this question and that we should, if we have in mind a man whom we believe would fill this position, convey this information to some member of the Executive Committee for their consideration, for beyond any sort of question this plan as outlined in resolutions, or at least some such plan, will be presented and adopted at Chicago next June.

WHAT THE ORGANIZATION WILL DO
FOR THE NURSERY INTERESTS
OF AMERICA

When we consider the aggregate amount of money invested in the nursery business in America, certainly no reasonable effort or expense is too great if its aim is the up-building of the nursery business. It is an open secret that there is something dead wrong somewhere, that our policies are somewhere at fault. The nurserymen, as a general proposition, are the hardest worked and the poorest paid people in America. He is the only business man in all the land, per-

haps, who does not know the cost of the commodity he is selling and who believes there is no way to arrive at these costs. In no other line of business is there such a lack of stability of prices both wholesale and retail. In no other line of business, that I know anything about, does every man operate absolutely to himself. There is chaos everywhere. He grows his stock as cheap as possible, sells it, if at all, at just any price that he thinks the buyer will pay, always endeavoring to cut below his competitor. At the end of the season he builds a bonfire of the surplus he should not have grown, and immediately begins all over again, planting with no regard to supply and demand, hoping blindly that somehow, somehow, he will be able to sell enough of his growing stock to liquidate his current expenses and support his family. He plants without any concern of supply and demand, in fact these terms are as so much Greek and Latin to him. There may be a few exceptions, but I have never met one. Some few in the past have gotten by, they can scarcely tell how. Perhaps through speculation in real estate, growing other agricultural crops, seldom on the net earnings of their nursery business. I am not speaking jocularly, nor is this picture, ridiculous as it may sound, largely overdrawn; it is the unvarnished truth. Again I want to say that in all the ramifications of the nursery business there is chaos. I do not want you to think that I am in any sense a pessimist because I continue to speak of our frailties rather than our virtues, for he only is an optimist who is able to see the wrongs of life and who assiduously endeavors to correct those wrongs.

The business of this organization will be to bring order out of the chaos, and while it is a stupendous undertaking, is it not worth while? We do not know the cost of trees and plants, why not put a crew of experts on the job and find out? We have no idea of the number of trees and plants needed per season, hence we plant at random. It will be the duty of this organization to gather statistics concerning this and every other question affecting the nursery interests of America, and when these statistics have been gathered and disseminated among the membership we will have something to guide us. It is little short of criminal for us to plant year after year great blocks of trees at a tremendous outlay of money, only to dig and burn them at the end of the season. We have for many years been agitating the advisability of gathering statistics, and I think that under the direction of such an organization as is

now proposed, we will be able to accomplish this very much needed innovation.

The resolutions I have read before you propose to endeavor to standardize the nursery business in all departments, and I use the term in its broadest possible sense. We should adopt standards covering the entire field of our activity, prices included, and until this is done I think we will not go very far toward perfecting our organization, because I take it that this is the basis upon which our organization will be built. After these standards have been adopted it is the plan to institute a system of co-operative buying and selling, and if this is possible it will result in a minimized brush pile. Looking to this end, standardization, my resolutions provide for the appointment of a thoroughly competent committee composed of both wholesale and retail nurserymen, to work out a system of standards, and, as before stated, I think we will not get very far along until this is done. There is no more reason why peach stock, No. 1, should be quoted by a Missouri grower at \$40.00 per thousand, by an Alabama grower at \$60.00 per thousand, and by a New York grower at \$80.00 per thousand, than that dry goods, wheat, corn, meat, or any other commodity should vary from 50% to 100% in these different localities, and until some standard governing the cost of our products is adopted the nursery business will be a gamble pure and simple. This is one of the things the proposed organization will immediately undertake to do, standardize the nursery business in America.

Another thing, and the necessity of this cannot be stressed too highly, this organi-

zation through a system of distribution proposed, will help to dispose of your surplus, and in doing this will serve the retailer as well as the wholesaler. Surplus lists will be furnished the secretary in this general office and, after being collated, will be distributed among the membership. It will then be easy enough for us to look at this consolidated sheet and see at a glance where the surplus stock of the country is, and if we use "bat sense" we will buy this surplus from the membership and do away with, or at least minimize, the annual loss of the brush pile. Hundreds of thousands of dollars worth of good stock is destroyed each year because of the lack of some common sense plan of distribution, and I believe we will eventually eliminate much of this loss.

Another thing I do not want to miss saying is that this organization should and will save the membership each year a neat sum of money in the purchase of supplies and without liability to the Association. All supplies that are used in the handling of our business can be bought on competitive bids from dealers in supplies, and shipments so bulked that the greatest possible saving in freights will accrue to the purchaser. Furthermore, this organization should equip itself with a first class traffic man who can take our old freight and express bills and save us enough each year to almost, if not quite, pay our account with the Association. I have had some experience here during the past year, and while under our state statutes we can only go back five years in the recovery on our freight bills, we have recovered for these years almost a thousand dollars by having a capable man in our office to audit our old freight and express

bills. I am inclined to the opinion the same conditions prevail over the entire country, and I again say it will go a long way toward paying your account with the Association.

I need not take up your time in speaking of the possibilities of the service of this organization to its membership, but suffice it to say that whatever the needs of the members of this organization, traffic, in gathering statistics, or what not, it seems to me to be entirely possible for your officers to serve you under the broad provisions of these resolutions. You who are not members of the National Association had better get on the "band wagon," for we are going to clean up and start under a strictly business organization next June. This organization should, and I believe will, render great service to the nurserymen of America, if, and here comes the crux of the whole question, the membership is willing to enter into the plan whole-heartedly and in a spirit of co-operation. I do not want to be misunderstood as favoring a price fixing scheme in contravention of statutes, both state and federal, or of encouraging a plan for the building of profits for the nursery business out of proportion to the service rendered—nothing is further from my mind. This is an hour when no self-respecting American will think of personal profits further than necessity forces him. What I am trying to say is that our business is entitled to live, and that the policies I am proposing are necessary to the life of the nursery interests of America. The people we serve will be as greatly benefitted through adoption of stable

(Continued on page 114)

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Apple Stocks

good—strong—clean grades. Straight or branched roots. Our stocks are making a splendid growth. They are free from Aphis or knots. All grown upon new ground never in trees before. We pack carefully and guarantee stocks will arrive in perfect condition at your station.

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Give us a chance to price your wants.

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TOPEKA, KANSAS

What Ornamental Nursery Stock is Doing

Propagating From Selected Types

By WILLIAM H. KESSLER

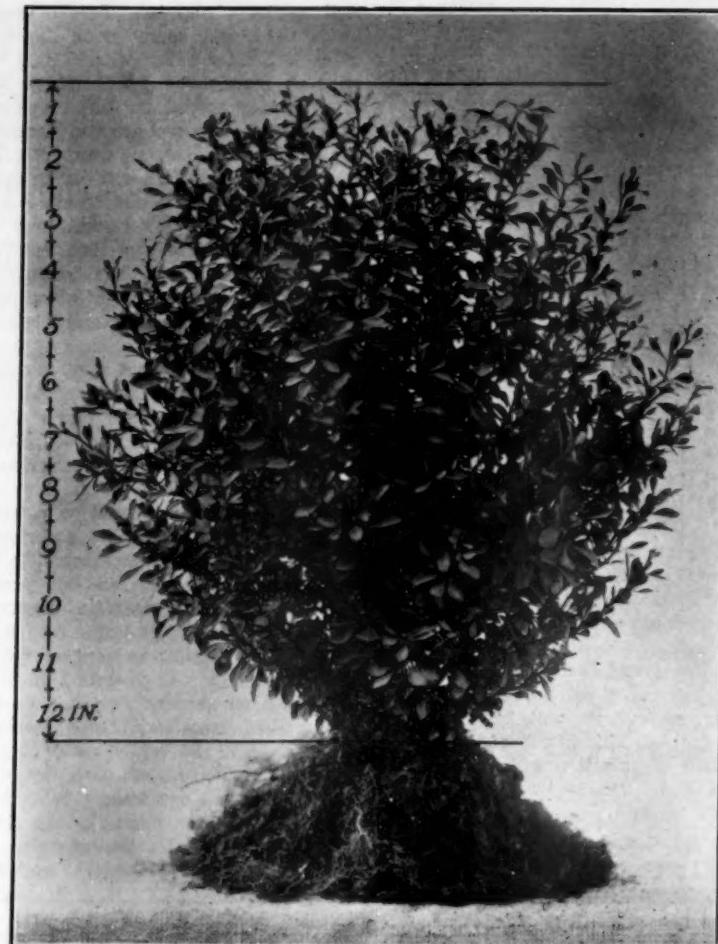
Landscape Architect, Birmingham, Ala., Before Southern Nurserymen's Association

We are all familiar with the fact that certain varieties of ornamental trees, shrubs, plants and vines are adapted to restricted areas by reason of differences in climatic conditions, soil and situation and that while these varieties may acclimate themselves in more or less degree to localities somewhat different than their natural habitat, that occasionally they will be severely injured, if not killed by extremes of cold, heat, dryness or excessive moisture. The purpose of this talk is to create an interest in the study of types of varieties with the idea of breeding them up or propagating from types that have been bred up or have naturally mutated into individuals that are able to exist in a satisfactory manner in localities foreign to their natural requirements.

The definite producing of kinds of plants adapted to given uses is known as plant breeding. Natural varieties are the result of natural tendencies and laws and not the regulated acts of man. The laws of inheritance are now beginning to be understood and the result of this knowledge is the production in an orderly way with more or less practical results. Since the discovery of De Vries' Mutation theory and Mendel's Principles a great advance has been made in plant breeding, which puts experimentation in this field on a much surer basis.

The laws of heredity are of primary importance to the breeder, for while it is generally true that like begets like, it is also true that, in some instances, like produces plants of the same variety vary in their characters, just as men differ in character. This fact allows for the improvement of classes by selection. All of us have no doubt noticed that in every block of one variety individual specimens show distinctive variation from others growing in close proximity and under the same apparent soil and climatic conditions, possessing peculiarities that may increase their value in beauty of form, productiveness, hardiness or color and size of flower. Now there are two general classes of variations, termed fluctuations and mutations. Fluctuations are those variations generally due to environment and are not inherited. We all know that variation in size, habit of growth, productiveness, size of flower and fruit is largely due to richness of soil, and climatic conditions. Some varieties change their character to such a great extent in different localities as to become very dissimilar, as for instance, the Red Cedar (*Juniperus Virginiana*) which in the rich moist soils of the Eastern States is tall and columnar, while in the dry, sterile, limestone soils of some of the Southern States it forms a broad spreading irregular tree.

Changes that are inheritable are termed mutations. This being instanced in many of the well known garden forms or sports of varieties, and ordinarily reproduce true to type from seed, and nearly always retain their peculiar characteristics when propagated from by means of cutting, grafting or layering. As is well known by gardeners, these mutations generally appear suddenly and without warning and from causes unknown. They cannot always be produced by hybridization, and one must simply wait and propagate from them when they are recognized.



BOX-BARBERRY—The new edge and hedge plant

An Important Introduction

Were you to ask the gardener, florist, nurseryman, landscape architect, park superintendent, or the well versed amateur, what was the most needed hardy plant for northern gardens today, the general answer would be to the effect that it was a dwarf hardy shrub suitable for low edge or hedge purposes,—a shrub that would acceptably take the place of the border-box and fill an even wider field of usefulness.

Happenings in horticulture are often of great importance. Nature no doubt puts before our eyes now and then rare natural variations from the commoner types that go unnoticed, which, if duly appreciated, would materially advance our horticulture. It is the discernment of the occasional sensitive mind that has brought to light and to wide usefulness many of the standard plants of today. It is the garden lover's privilege to be ever on the watch for something new that may be better than present forces.

When, some fifteen years ago, among a bed of many thousand Japan Barberry seedlings, a tiny plant appeared which, as the first season advanced, looked so different from its comrades as to attract the nurseryman's attention by its tiny, dainty, dark green leaves and its very short internodes, it would demand a stretch of the imagination to have grasped the fact that in the birth of that little plant, as years went on, horticultural limitations would be widened and that through the skill of the propagator and the realized vision of the garden builder, the time would soon come when the name of this once tiny plant would become familiar and its usefulness availed of over a large part of the world's temperate zone.

This, in brief, is the history and the prophecy of the new Box-Barberry which is

soon to be introduced to the trade by its discoverers who did appreciate its possibilities and usefulness as well as its rare beauty. Instead of in the future being obliged to regret that there is no desirable low edge plant for formal gardens or a low uniform plant suitable for dwarf hedges, the gardener will soon be able to order Box-Barberry from his nurseryman or florist.

The introducer's plans are to make the first offer of stock of it for propagating purposes to the trade this fall. In the spring of 1919 it will be introduced to the general public. This gives the holders of stock obtained this fall ample opportunity to propagate a good stock of this Box-Barberry themselves. Plants one year old from either hard or soft wood cuttings, can be produced which are amply sizeable for edge purposes. It is probable, however, that plants should be grown one year in nursery rows to produce the class of plants which will be most in demand for low hedge purposes.

It can easily be seen that this new dwarf Box-Barberry can be profitably sold at so popular a price as to warrant its uniform adoption to the uses it is so eminently fitted to acceptably fill. To quote an old nurseryman propagator of national reputation:

"No one plant has made its appearance in years which bids fair to be more universally useful than this Box-Barberry."

Another: "The whole country has been a long time waiting for this very plant."

Still another: "Had we been able to furnish this plant for the many demands for a garden edge or a low hedge this last spring, it would have been a God-send to us."

Now those of us who have been somewhat observant have noted individual plants in nursery fields, or elsewhere, growing in

close proximity to others of the same variety and under apparently the same con-

Continued on page 110)

ENGLISH ROSES

BEES' TRADE OFFER, 1917-18

Guaranteed two years old, low budded on briars,
clean Field-grown, vigorous stock; True to Name.

Bees' Welsh-grown Roses are Amazingly Fibrous Rooted

Orders for 1,000 trees or upwards are packed free and put f.o.b. Liverpool or f.o.r. Chester. Cases free for cash with order, otherwise cases will be charged at cost.

TERMS.—Cash with order, or trade references required from new customers. 5% discount for cash with order, otherwise strictly net cash. Not less than 25 of a sort supplied at the 100 rate.

DWARF ROSES.

	Per 100.		Per 100.		Per 100.
Abel Carriere (HP)	9.00	George Elger (D. Poly.)	10.25	Meg Merrilees (HSB)	10.25
Aennchen Muller (D. Poly.)	9.00	Gl. de C. Guinoiseau (HP)	9.00	Mildred Grant (HT)	10.25
Admiral Ward (HT)	10.25	Gorgeous (HT)	18.75	Miss Alice de Rothschild (T)	10.25
Alex. Hill Gray (T)	10.25	Gruess an Teplitz (HT)	8.75	Molly Sharman Crawford (T)	10.25
Alfred Colombe (HP)	9.00	Gustave Grunerwal. (HT)	9.75	Moss Rose	9.00
Antoine Riviere (HT)	9.00	Gustave Regis (HT)	9.75	Mrs. Aaron Ward (HT)	10.25
Arthur R. Goodwin (Per.)	9.75	Harry Kirk (T)	10.25	Mrs. Alfred Tate (HT)	10.25
Avoca (HT)	9.00	H. E. Richardson (HT)	9.00	Mrs. Ann Hammond (HT)	10.25
Belle Brown (HT)	9.00	Hoosier Beauty (HT)	14.50	Mrs. Andrew Carnegie (HT)	10.25
Betty (HT)	9.75	Hugh Dickson (HP)	9.00	Mrs. C. E. Pearson (HT)	10.25
Brilliant (HT)	10.25	H. V. Machin (HT)	12.00	Mrs. Cornwallis West (HT)	9.75
British Queen (HT)	10.25	Irish Elegance (HT)	10.25	Mrs. David McKee (HT)	9.75
Captain Hayward (HP)	9.00	Irish Fireflame (HT)	11.00	Mrs. Edward Mawley (T)	10.25
Caroline Testout (HT)	9.00	J. B. Clark (HT)	9.00	Mrs. Foley Hobbs (T)	10.25
Charles Leefebvre (HP)	9.00	Jessie (D. Poly.)	9.00	Mrs. Ford (HT)	10.25
Charlotte Kleinsch. (HC)	9.75	Jonkheer J. L. Meek (HT)	9.75	Mrs. Geo. Shawyer (HT)	10.25
China, or Old Blush Rose (C)	8.50	Joseph Hill (HT)	9.75	Mrs. F. W. Vanderbilt (HT)	10.25
Chrissie Mackellar (HT)	9.75	Juliet (HB)	9.75	Mrs. Harold Brookesbank (HT)	10.25
Claudia (HT)	9.00	Katherine Zeime (D. Poly.)	9.00	Mrs. Herbert Hawkesworth (T)	11.00
Colleen (HT)	10.25	Killarney (HT)	9.75	Mrs. Herbert Stevens (T)	10.25
Comtesse du Cayla (C)	10.25	King Edward VII. (D. Poly.)	9.00	Mrs. John Laing (HP)	9.00
Conrad F. Meyer (Rug.)	8.50	King George V. (HT)	9.75	Mrs. Jos. H. Welch (HT)	10.25
Constance (HB)	11.00	Lady A. Stanley (HT)	9.75	Mrs. Mylne Kennedy (T)	10.25
Coronation (HP)	9.75	Lady Ashton (HT)	9.00	Mrs. R. D. McClure (HT)	10.25
Countess of Derby (HT)	9.75	Lady Hillington (T)	10.25	Mrs. R. G. Sherman-Crawford (HP)	9.00
Countess of Shrewsbury (HT)	9.75	Lady Mary Ward (HT)	10.25	Mrs. Taft (D. Poly.)	9.00
Cynthia Ford (HT)	9.75	Lady Penitance (HSB)	10.25	Mrs. Theo. Roosevelt (HT)	10.25
Dean Hole (HT)	9.75	Lady Pirrie (HT)	10.25	Mrs. W. Christie-Miller (HT)	10.25
Dr. O'Donnel-Browne (HT)	9.00	Lady Roberts (T)	10.25	Mrs. W. H. Cutbush (D. Poly.)	9.00
Dorothy P. Roberts (HT)	9.75	La France (HT)	9.75	Mrs. W. J. Grant (Belle Siebrecht)	9.75
Dorothy Ratcliffe (HT)	9.75	La Tosca (HT)	9.75	Nita Weldon (T)	10.25
Duchess of Wellington (HT)	11.00	Leonis Laméech (D. Poly.)	9.75	Old Gold (HT)	10.25
Dupuy Jamain (HP)	9.00	Leolie Holland (HT)	9.75	Ophelia (HT)	10.25
Earl of Goford (HT)	9.00	Liberty (HT)	9.75	Orleans Rose (D. Poly.)	9.00
Earl of Warwick (HT)	9.75	Lieut. Chaure (HT)	9.75	Paul Lede (HT)	9.75
Escarlate (HT)	9.75	Lucy Bertram (HSB)	10.25	Pharisee (HT)	9.75
Edu Meyer (HT)	9.75	Lyon Rose (HT)	9.75	Prince C. de Rohan (HP)	9.00
Edward Bohane (HT)	14.50	Mabel Drew (HT)	9.75	Prince de Bulgarie (HT)	9.75
Edward Mawley (HT)	9.75	Mme. Abel Chalonay (HT)	9.75	Queen Mary (HT)	11.50
Ellen Poulsen (D. Poly.)	9.75	Mme. Colette Martinet (HT)	14.50	Rayon d'O (HB)	11.50
Erna Teschenford (D. Poly.)	9.75	Mme. Constant Souper (T)	11.00	Richmond (HT)	9.75
Ethel Malcolm (HT)	9.75	Mme. Chas. Lataud (HT)	10.25	Senateur Vaisse (HP)	9.00
Eugene Lamesch (D. Poly.)	9.75	Mme. Edouard Herriot	9.75	Souv. de Gontave Prat (HT)	10.25
Fabvier (C)	9.75	Mme. Hoste (T)	10.25	Sunburst (HT)	10.25
Fisher Holmes (HP)	9.00	Mme. Isaac Perriere (Bour.)	9.00	Suzanne Marie Rotocanachi (HP)	9.00
Florence H. Velich (HT)	9.75	Mme. Jean Dupuy (T)	10.25	Ulrich Brunner (HP)	9.00
Frau Karl Druschki (HP)	9.00	Mme. Jules Grex (HT)	9.75	Victor Hugo (HP)	9.00
Genl. Jacqueminot (HP)	9.00	Mme. Melanie Souper (HT)	10.25	Viscount Carlow (HT)	10.25
Gen. MacArthur (HT)	9.75	Mme. Ravary (HT)	9.00	Viscountess Folkestone (HT)	9.75
G. C. Waud (HT)	9.75	Margaret Dickson Hamill (HT)	10.25	White Killarney (HT)	10.25
George Dickson (HT)	9.75	Marie Van Houtte (T)	10.25	Willowmore (Per.)	10.25
		Marquise de Siney (HT)	10.25	W. H. Smith (T)	10.25
				Yvonne Rabier (D. Poly.)	9.75

CLIMBING ROSES.

Alberic Barbier (Cl. Wich.)	10.25	Excelsa (Cl. Wich.)	9.75	Mme. Jules Gravereaux (Cl. T)	9.75
American Pillar (Cl. Poly.)	10.25	Felicite Perpetue (Cl. Semp.)	9.00	Minnehaha (Cl. Wich.)	9.75
Ardis Rover (Cl. HP)	9.75	Gardenia (Cl. Wich.)	9.75	Mrs. W. J. Grant Climbing (Cl. HT)	9.75
Aviateur Bleriot (Cl. Wich.)	9.75	Gerbe Rose (Cl. Wich.)	9.75	Paul Lede Climbing (Cl. HT)	10.25
Billard et Barre (Cl. T)	9.75	Gloire de Dijon (Cl. T)	9.75	Paul Transon (Cl. Wich.)	9.75
Blush Rambler (Cl. Poly.)	9.75	Hiaawatha (Cl. Poly.)	9.75	Reine O. de Wurtemburg (CLHN)	9.75
Caroline Testout Climbing (Cl. HT)	9.75	Johanna Sebas (Cl. HT)	9.75	Richmond Climbing (Cl. HT)	10.25
Coronation Rambler (Cl. Wich.)	10.25	Lady Waterlow (Cl. HT)	9.75	Source d'Or (Cl. HB)	9.75
Crimson Rambler (Cl. Poly.)	9.75	La France Climbing (Cl. HT)	9.75	Zephirin Drouhin (Cl. HB)	9.75
Dorothy Dennison (Cl. Wich.)	10.25	Mme. Alf. Carriere (Cl. HN)	9.75	Liberty Climbing (Cl. HT)	9.75
Dorothy Perkins (Cl. Wich.)	9.75				

 **LIVERPOOL, Eng.**

THIS ADVERTISEMENT WILL NOT APPEAR AGAIN for a week or two. It will therefore be wise to order now. "Lest you Forget."
We shall appreciate mention of the "American Nurseryman."

Commercial Orcharding---The Season's Crops

Million Baskets of Peaches—New England is going to have a big peach crop this year. Already the earlier varieties are being harvested, and the Elbertas, which are the most popular, will be ready in another week.

Connecticut has been growing peaches successfully for several years, but Massachusetts is just beginning to figure prominently in the news of the peach crop.

It is impossible to predict anything with certainty in a climate like that of New England, but the indications are that the total this year will amount to nearly 1,000,000 baskets, which at the rate of 100 peaches in a basket would make a total of 100,000,000.

Connecticut's crop is likely to be much smaller this year than last. It is Massachusetts which will swell the total.

Of course there are hundreds of farms where from 100 to 500 peach trees are to be found. The total output from these small orchards is large, but the big figures are to be found when one considers such an orchard as that of the Bolton Fruit Company, in the little town of Bolton, adjoining Clinton and Lancaster.

This is a new orchard. It is by all odds the largest in Eastern Massachusetts, and one of the biggest in New England, for it contains over 20,000 trees, 700 of them bearing of the Elberta variety.

The farm was selected by experts, the Bolton Fruit Company including Charles E. Lyman, who has a 400-acre peach orchard in Connecticut, which is probably the largest in New England, and Edmund Mortimer, a large peach grower of Grafton.

The methods followed at this farm are being watched with interest by fruit farmers everywhere, says the Boston Globe, because they are recognized as being up-to-date, and express the experiences of men who have been growing peaches for years, plus the enterprise of a man who understands business principles, and especially the art of advertising.

The success of the farm, too, has given no little impetus to the peachgrowing industry in New England, in places where it can be carried on.

There are some particularly successful orchards around Wilbraham, where 35,000 baskets are expected to be marketed this season. Hampden County will produce 20,000 baskets, and Essex County 10,000.

Several peach orchards have been established in the vicinity of New Bedford and Fall River. One well-known orchard is that of Clarence W. Maxim, in North Rochester, south of Middleboro.

It has been found possible to grow peaches even on Cape Cod, and M. F. Corey has a particularly successful orchard at Truro, almost at the tip of the Cape. These trees of Mr. Corey's are growing in what seems to be pure sand, and yet they are exceedingly thrifty, and produce heavy crops year after year. They are heavily fertilized with poultry manure.

Even New Hampshire is contributing largely to this year's swelling crop. The largest New Hampshire grower is W. B. Stevens of Wilton, who will have from 8,000 to 12,000 baskets.

He went to New Hampshire from the eastern shores of Maryland several years ago, seeking to regain his health. He didn't know anything about New Hampshire farming conditions, but seemed to have a natural aptitude for fruit growing. Accordingly he set out the peach orchard, which is just coming into bearing.

Besides peaches he expects to have about 900 barrels of apples this year including Baldwins, McIntosh, Wealthy and Northern Spy.

Northwest Apple Crop and Prices—While the 1917 opening apple prices, announced by the Spokane Fruit Growers' company about September 1, were 10 per cent higher than the opening prices of the 1916 season they have already been raised four times and today are 25 per cent higher than they were at the beginning of the season, according to L. J. Blot, sales manager. The situation is all the more unusual when it is remembered that the apple growers are entirely shut out of their export business by the embargo.

Our opening prices were merely a baro-

meter of general conditions in the apple industry," said Mr. Blot. "It was our intention, of course, to raise them from time to time, our policy being to begin with a reasonably low figure and raise it from time to time, rather than begin with a high figure and then have to cut it from time to time, as was done under the old system.

"We have sold apples at each quotation and we have sold more at the highest quotation than at any of the others. The demand is good. The strong condition of the northwestern apple market is due to the short crops and poor quality in New York and Virginia, both large producers. The export situation does not enter at all. We have no hope of any export business this year."

Heavy Grape Yield in Michigan—The Lakeside Vineyard company of St. Joseph will be one of the largest independent shippers of grapes out of this state the present season. The company will have in the neighborhood of 200 cars from its own vineyards and also will handle around 100 cars of stock from other growers in this section. They are also the largest individual growers in the state, having 600 acres which are now bearing, and a smaller acreage which has only been set out the past season or two. They grow mostly Concords, although they have a few Niagaras and Moores Early. Joseph Burkhard, president and sales manager of the company, in speaking of this year's crop, said that the quality of the grapes was better than it has been for several seasons.

West Virginia Apples High—Apple growers in West Virginia's famous fruit belt in the Eastern Panhandle see just ahead of them a big demand and advancing prices, which probably will break all records. At \$4 a barrel there are plenty of buyers now for Yorks, while the early season prices for old Winesaps and Stayman Winesaps range around \$5 a barrel. One Berkeley County grower has sold his crop of approximately 12,000 barrels of Grimes Golden at 15 and some greening offerings at \$7.50 a barrel are reported.

Heavy Loss on Apricots—Approximately 1500 tons of apricots went to waste in Santa Clara and Alameda counties, Cal., on account of the recent strike of the cannery workers, according to an official of the California Fruit Canners Association. This year apricots brought the grower \$75 a ton, and it was during the height of the season on this fruit that more than 2500 cannery workers struck.

Indiana Horticultural Society—War economy will not curtail the Indiana Apple show to be held November 21st to 27th. Arrangements have just been completed for holding this annual fruit exhibit and educational program at Evansville on a larger scale than ever attempted before. The Indiana apple crop this year is almost twice as large as in 1916. The condition is excellent wherever modern methods of spraying and management have been practiced. In neglected orchards the crop is hardly fit for human food, being scabby, blotched, wormy and deformed by disease and by insects. This is invariably the case, so year after year more progressive farmers spray and tend to their apple orchards. If every Hoosier apple grower lived up to his opportunities the Indiana apple crop would rank second only to the apple crop of New York. Now Indiana is the seventh state in apple production. Every Indiana Apple show adds much to the national reputation of the Hoosier apple.

Kentucky Apple Crop—R. M. Walker, one of the pioneer fruit growers of Henderson county, Ky., has less than half a crop. He attributed his short crop of apples to the cold weather in April. Mr. Walker has contracted to sell his entire crop, "tree run," to Charles McCollom at \$2.50 per barrel, delivered in Henderson. Mr. Walker said the best production on his farm was the Arkansas Black variety. He will begin gathering this week. Rev. E. McCollom, who resides on the Corydon road, and whose apple orchard is one of the show places of the county, stated last night that

his crop would exceed that of last year by at least 500 barrels. He said he would gather from 1,500 to 2,000 barrels and would place them in cold storage. He said his best producing trees were the Winesap and the Stayman Winesap. W. Tell Benton, one of the leading fruit growers of the Hebbardsville section, will have about half a crop which he has sold in Louisville. His best producing trees this year are the Winesap and Stayman Winesap.

Riverside, Cal., Apples—The packing of the big, red apple in the Yucaipa district this fall is to be systematized, the grower having organized and determined to pack the crop now on the trees under the supervision of an expert, who will have complete charge of the picking and packing of the fruit. Rivers Brothers of Los Angeles, Cal., have purchased the entire crop of the valley, estimated at about 100,000 boxes. At present there are about 3800 acres in apples, one-third in bearing, the balance scattering according to age. It is expected that next year the bearing acreage will be at least 3000 acres.

Record Yield of Raisins—George W. Rutledge of Sanger, Cal., claims the record yield of Thompson Seedless raisins from 4-year-old vines. Rutledge has just completed picking his grapes, and has 11,570 trays in the field of eight acres. There are 4,800 vines.

He estimates there will be a ton of raisins for every 300 trays when the drying is completed. At this rate, he will have over 38 tons, or about 4 3/4 tons to the acre.

Florida Orange Crop—A citrus crop of between 3,000,000 and 4,000,000 boxes is predicted for this year by C. E. Stewart, general manager of the Florida Citrus Exchange, who has just returned from an extended tour of the state. The normal crop is about 8,000,000 boxes. There are said to have been about 10,000,000 boxes in last year's crop, but only about 8,000,000 boxes were actually shipped. The crop is rendered short because of the frost which killed the early bloom.

Apple Box Shortage—What the box shortage for apples is in the Northwest is not known, but east of the mountains 11,262,000 boxes will be furnished, of which 85 or 90 per cent will be delivered between October 15 and November 1; there will be 2,500,000 boxes ready for delivery in 30 days. Manufacturers have an additional capacity of 2,975,000, making a total box output of 12,855,000 boxes. Such were the figures on the situation east of the mountains, as offered at the conference of fruit growers and box manufacturers, at the request of Herbert S. Hoover. Immense quantities of lumber for barracks have taken the low-grade lumber used for boxes.

Idaho Horticultural Society—With more than seventy-five of the principal fruit growers of the Boise valley in attendance the most successful meeting of the State Horticultural association within recent years was held in Caldwell, Idaho, August 31. Silas Wilson of Nampa, president of the association, presided. Among the prominent fruit growers participating in the discussion which largely pertained to the methods of selling, packing, shipping and the establishment of prices were State Horticultural Inspector Guy Graham of Boise; E. F. Stephens of Nampa; B. F. Hurst of Boise; H. W. Dorman of Caldwell; W. N. Yost of Yost; Lea Traux of Meridian, the secretary of the association; Fremont Wood of Boise; A. E. Gipson of this city; Charles Paine of Roswell; J. F. Littooy of Boise, and Harry Yost of Yost.

This is the first season in many years that the Michigan peach crop has been practically a failure, according to R. D. Graham, banker and fruit grower, Grand Rapids, Mich. There have been bad seasons, but this is especially bad.

Fred Brye, Riverton, Michigan, farmer and fruit grower, has the premier peach crop of Mason county this year. He expects to harvest fully 4,000 bushels.

Lakewood Barberry Farm
Osceola, Indiana
HAS
30 CARLOADS
Berberis Thunbergii
 (True Japanese Barberry)

Ready for Fall Delivery

3, 4, and 5 year, unusually heavy roots and bush

These plants grown for root and stocky bush rather than for height will give a good account of themselves in any location.

Long dating given well-rated dealers

Having the largest stock of Japanese Barberry in the Country, we are able to save you from \$100 to \$300 per car on your Fall needs.

Address

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Exclusive growers of Japan Barberry

OAK BRAND SHRUBS
 The Kind That Turn Buyers
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Every Oak Brand Shrub we sell has a fibrous mass of strong, vigorous rootlets which insures its hardiness and shapely top growth.

Grown with care. Dug with care. Graded with care. Packed with care.

They are the kind that will make your customers send their friends to you—and come back for more themselves.

Some of our choicest ones on list below:

PRICES TO YOU

HYDRANGEA PANICULATA GRANDIFLORA

	100	1000
1 foot to 1½ feet	\$4.	600.
1½ " " 2 "	18.	80.
2 " " 3 "	12.	100.
3 " " 4 "	15.	125.
4 " " 5 "	17.50	...

VIBURNUM PLICATUM

Grown from cuttings right here in America. Absolutely healthy. Don't take chances on foreign delivery this year.

	100	1000
18 in. to 24 in.	\$12.	125.
2 feet to 3 feet	\$15.	\$125.
3 " " 4 "	18.	150.
4 " " 5 "	25.	200.

BERBERIS THUNBERGII—Grown from cuttings

	100	1000
8 inch to 12 inch	\$4.	...
12 " " 18 "	5.	\$40.
18 " " 24 "	8.	70.
24 " " 30 "	12.	100.

SPIREA—Van Houttei

	100	1000
2 feet to 3 feet	\$2.	\$50.
3 " " 4 "	12.	100.
4 " " 5 "	16.	125.

All prices F. O. B. West Grove. Boxing at cost. Special

prices will be quoted on carload lots.

Send us your order and let us surprise you with our

promptness in filling it.

Send for wholesale price-list of entire line of Oak Brand

Shrubs.

The Conard & Jones Co.

Robert Pyle, Pres. Antoine Wintzer, Vice-Pres.

West Grove, Pa.

Hill's Evergreens

YOU can work up a good profitable trade in Evergreens if you have the right kind of stock. Our main specialty for over half a century has been the propagation of young Evergreen stock for the wholesale trade in immense quantities at low prices.

We have all the leading varieties in small sizes, for all purposes, suitable for lining out to grow on for your trade.

Nurserymen who have heretofore depended on Europe for their young Evergreen plants can now be assured of a good reliable source of supply right here in America, and we solicit the opportunity of quoting on your requirements.

"Made in U. S. A." and "American Stock for American Planters" should, from now on, more than ever, be the slogan of American Nurserymen, for it means "money saved in the long run" to start with nice, strong, sturdy, vigorous American-grown stock which has been produced right here in America.

YOU want to keep posted on Evergreens: WE want to become better acquainted with you: Let's get together.

THE D. HILL NURSERY CO., Inc.
 EVERGREEN SPECIALISTS
 Largest Growers in America

Box 402

Dundee, Ill.

French Seedlings

War conditions in France--lack of labor, use of land for food crops, etc.,--result in scarcity of planting material.

We are prepared to take care of Mr. DELAUNAY'S customers and glad to add to the list.

Quality, grades, packing and service probably vary more than prices for French stocks. If in doubt about where your money will buy you most, let us refer you to our customers IN YOUR OWN STATE. If thoroughly satisfied, DON'T CHANGE; if interested in BETTER quality, BETTER condition on arrival, LESS importing expense, let's talk it over.

JOHN WATSON & CO.,

Newark, New York.

Agents for F. Delaunay, of Angers, France.

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THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE

Featuring the Nursery Trade and Planting News of American and foreign activities as they effect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., OCT. 1, 1917

HOW NATIONAL ADVERTISING PAYS

Nurserymen who may not yet be convinced of the efficacy of national advertising should be interested in learning that General Manager G. Harold Powell of the California Fruit Growers Exchange says that the consumption of citrus fruits in this country has increased 80 per cent in the ten years since the exchange began advertising, although the population has increased only one-fourth as fast.

During last year the exchange invested in advertising 2½ cents for every box of oranges and 4 cents for every box of lemons sold, or more than \$300,000.

The total California citrus crop marketed in the last season amounted to 53,830 car-loads, returning \$47,675,000 to the State. Of this the exchange handled 36,218 car-loads, an increase of 28 per cent over the largest previous season. California set a new record by supplying 71 per cent of all the lemons consumed in the United States and Canada. The crops of southern Naval and Valencia oranges and lemons were the largest in history. A new feature of the exchange's business was the employment of 5100 tons of unmerchantable lemons in the manufacture of citric acid and kindred by-products.

Because of the greater volume of business, the exchange reports that selling costs in the last season amount to only 4% cents a box, the lowest figure recorded.

Does some one say that it is not a parallel case? Why, the California fruit growers had something to sell to the public—something the public wanted. They advertised the fact, and behold the result.

We take it that the nurserymen have something to sell to the public—something the public wants. They have not advertised collectively and they are burning up their surplus, while California growers are hustling to produce enough to meet the demand caused by their advertising!

Someone pertinently remarks: "Why not two apples a day?" Publicity will sell more nursery stock to produce them.

STANDARDIZATION EFFECTED

Farsighted leaders in the nursery trade have for some time been endeavoring to induce organized action in favor of standardization of prices. They have been met by the statement that it is not practical—that prices for plants cannot be standardized.

But they not only can but they have been standardized—and by the progressive florists. Read this summary in Printers' Ink of a well-established trade practice:

A factor, which, according to Mr. Therkildson, is having marked influence in eliminating jealousy and suspicion is the success of the Florists' Telegraph Delivery. This is an organization in which florist members take orders for delivery in other cities, telegraphing them to be filled by florist members in the cities of delivery. Thus a man in New York wishes to send flowers to the lady of his affections in Philadelphia. He places his order with a New York florist. The florist telegraphs it to a flower shop in Philadelphia which makes delivery out of its own stock, billing the New York florist less commission. A standardization of prices and assortments facilitates the deal.

Probably nothing has done more to convince the florists of this country of the advantages of co-operative effort than the results of this plan.

"Co-operative effort." Why, that is just what President Mayhew has been urging for months!

Gives Five Sons to His Country



ROBERT J. BAGBY, Pres't.
New Haven Nurseries, New Haven, Mo.
His five sons are on the Honor Roll.
(See next page)

EASIER STILL FOR NURSERYMEN

The business-like methods of the Society of American Florists in the matter of a national publicity campaign stand out prominently as an example to the nurserymen. Following up the action of the society at the August convention, a joint letter signed by members of the publicity committee and the publicity finance committee was sent over the signature of the secretary of the society to members of the organization generally. Among other things this letter says:

You of course have read in the trade papers of the enthusiasm manifested at this meeting, and we are sure you want to do your part in this great National Campaign to popularize flowers.

Flowers have never received the consideration at the hands of the public that they should have; the public has never been educated as to the value and necessity of flowers.

Here is a well-defined campaign, one that requires the comparatively insignificant sum of fifty thousand dollars a year for a period of four years. We say "insignificant sum" as a matter of comparison, for when we consider the advertising appropriations of some of the large organizations, such as the Overland car, the Victrola, and the Uneeda biscuit, that run into millions each year, this is but a modest effort.

What better use can you make of your money than to subscribe a sum that you

consider right towards this great campaign? The S. A. F. & O. H. will contribute five to ten thousand dollars a year as its share. This is where a part of your money will go, and we ask you to co-operate, and to subscribe a sum that you consider consistent with the business you do.

Please understand that in making your subscription you are making it for four years. For instance: if you give one hundred dollars a year for four years your subscription is four hundred dollars. Your National organization is satisfied that no eight hundred dollars that you could spend in any form of advertising will yield you anywhere near the returns that your co-operation in this great National Campaign will yield.

Printers' Ink of September 6 contained a three-page article on the progressiveness of the florists and noted the fact that at the very outset a fund of \$36,000 had been provided, with plans for increasing it to \$50,000 yearly.

And all for flowers. With much greater claim for public attention could the nurserymen undertake a national publicity campaign, inasmuch as in addition to flowering shrubs, plants and trees—for seasonal duration as well as cut blooms, for landscapes as well as drawing room use—the nurserymen are prepared to stock the orchards and the gardens of the world!

Has none of our readers any thought upon this subject for expression? Is there no interest in the subject, for or against proposed plans?

The letter head of a well known nursery company bears the following statement:

"All claims must be made upon receipt of goods. Responsibility.—After goods are placed on board cars here, we assume no responsibility for their safe delivery or any injury caused by delay in delivery by the transportation company."

Modern business practice of the better kind avoids every intimation that a barrier has been erected between buyer and seller as soon as a sale has been effected and the goods started on their way. Rather it is the tendency to convey a sentiment of helpfulness, even to expressing direct interest in the safe arrival of goods sold, without any way binding the seller to responsibility which of course is not his. If the seller does not wish to guarantee safe arrival, why state an obvious fact so undiplomatically? It sounds a good deal like "Dictated but not read."

The florists propose to engage an advertising manager at \$4000 to \$5000 per year. The nurserymen need a business manager on full time at an adequate salary, and with ability to direct an advertising campaign, either through an advertising manager employed as his assistant or through an established advertising agency.

A French Ministerial order of September 17, reported by the Consul General at Paris on the following day, permits the exportation of trees, shrubs, and nursery stock to the usual allied and American countries. This order is in derogation of the embargo decree published in Commerce Reports for August 29.

This year November 1 is apple day for the nation, from Maine to California, from the Canadian line to the Mexican gulf. October has enjoyed the distinction of this celebration in the past, but the month of Thanksgiving, in the opinion of the apple men, being a bit later, is better.



CAPT. CARROLL A. BAGBY
U. S. Infantry

POPULARIZING HORTICULTURE

When the California Association of Nurserymen meets in annual convention it makes this announcement as to the occasion:

REMEMBER THIS IS FOR

The Head of the Firm and His Chiefs,
The Field, Greenhouse and Office Men,
The Landscape Men, Seedsmen and Florists,
The Commercial and Amateur Plantsmen,
The Fruit Grower, Packer and Shipper,
The State and County Horticultural Officers,
The Horticultural and Agricultural Editors,
The Rural Betterment-Development People.

This is more practicable for a state than for a national convention; but the idea suggested is worthy of note as indicating possible extension of the field of operation.

IMPROVED SHIPPING CONDITIONS

The success of the combined efforts of state and federal regulative bodies, shippers, commercial organizations, the railroads—and reasonable weather, may be seen from the fact that, while the railroads have with practically no increase in facilities handled the greatest amount of freight in their history in the past four months, the excess of unfilled car orders has been cut down from 148,627 on May 1, to 106,649 on June 1, to 77,682 on July 1, 37,062 on August 1, and to 31,591 on September 1, thus achieving an improvement in four months of 78 per cent.



ENSIGN LEW W. BAGBY
U. S. Navy, U. S. S. Buffalo—Photo 1915.

Nurseryman's Military



Roll of Honor

MAJOR LLOYD C. STARK, Louisiana, Mo.—
Field Artillery. (Stark Bros. N. & O. Co.)

CAPTAIN MEREDITH P. REED, Vincennes, Ind.—Sixth Company, Infantry Section Officers Reserve Corps, Ninth Provisional Regiment. (Vincennes Nurseries).

CAPTAIN CARROLL A. BAGBY, New Haven, Mo.—U. S. Infantry. (New Haven Nurseries).

LIEUTENANT OLIVER W. BAGBY, New Haven, Mo.—U. S. Navy, U. S. S. San Francisco. (New Haven Nurseries)...

LIEUTENANT RALPH B. BAGBY, New Haven, Mo.—U. S. Field Artillery. (New Haven Nurseries).

ENSIGN LEW W. BAGBY, New Haven, Mo.—U. S. Navy, U. S. S. Buffalo. (New Haven Nurseries.)



LIEUT. OLIVER W. BAGBY
U. S. Navy, U. S. S. San Francisco—Photo 1911

others are West Pointers, while one graduated at the Boston Tech. and Harvard (1916) and has only been in the Army since war was declared.

J. L. Bagby, secretary of the New Haven Nurseries, has one son of military age, Harold J. Bagby, who is in the new National Army. He was graduated from the Missouri State University and has been a medical student for two years.

William Flemer, Jr., who has been with the Princeton Nurseries, enlisted just before the Philadelphia convention of the American Association where he was seen in uniform. He is now with the U. S. Expeditionary Force, Ambulance Corps, Battalion 23, Section 23, France. That "23" might be a hoodoo but for the fact, as a friend of Mr. Flemer remarks, that the number repeats, and that is always lucky.

[We shall be glad to add to this list the names of the others in the Nursery Trade who have entered the service of their country. Will readers please send in names and data.]

French Nurserymen in America—Among the French nurserymen who have settled in America, M. Louis Dupuy, of Whitestone, Long Island, U. S. A., is not unknown in this country. His son Edward has recently joined the American Ambulance Corps as a motor-car driver, and is now in France.

CADET ROBERT E. BAGBY
U. S. Military Academy Senior Class

CADET ROBERT E. BAGBY, New Haven, Mo.—U. S. Military Academy; Senior Class. (New Haven Nurseries).

WILLIAM FLEMER, JR., Princeton, N. J.—U. S. Ambulance Corps. (Princeton Nurseries).

CLAY STARK, Louisiana, Mo.—U. S. Field Service. (Stark Bros. N. & O. Co.)

GEORGE C. TAYLOR, Germantown, Pa.—Battery F, Second Pennsylvania Artillery. (Thomas Meehan & Sons.)

WADE MULDOON, Germantown, Pa.—Headquarters Train and Military Police, Mt. Gretna, Pa. (Thomas Meehan & Sons).

HAROLD J. BAGBY, New Haven, Mo.—U. S. Infantry, Fort Riley, Kan. (New Haven Nurseries).

In the September 1st issue of the American Nurseryman, in which this Roll of Honor was started, mention was made of the fact that Robert J. Bagby, president of the New Haven Nurseries, New Haven, Mo., has five sons in United States Army and Navy Service. We take special pleasure in presenting herewith photo-engravings of these five Bagby brothers—a signal contribution to the fighting forces of our country and a high honor not only to the New Haven Nurseries but the nursery trade in general. The two sons in the Navy are graduates of the United States Naval Academy; two of the



LIEUT. RALPH B. BAGBY
U. S. Field Artillery

Apple Estimate, Varieties

The U. S. Department of Agriculture has published figures showing the forecast for the 1917 apple crop in the United States, the figures representing thousands of barrels, i. e., 000 omitted:

Variety	United States
Early varieties classified:	
Wealthy	1,333
Oldenburg	1,361
Fameuse (Snow)	250
Gravenstein	428
Total above	3,372
	4,027
Late varieties classified:	
Ben Davis	8,938
Baldwin	6,800
Winesap	4,137
Jonathan	3,522
Greenings	2,093
Rome Beauty	2,887
Grimes Golden	2,038
Nortehrn Spy	1,584
York Imperial	2,349
Gano	1,197
Stayman Winesap	1,689
Yellow Newton (Pippin)	1,137
Tompkins King	401
Yellow Bellflower	500
McIntosh	419
Total above	39,691
	47,092
Others unclassified (a)	15,989
Grand total	59,052
(a)—Includes figures for varieties not shown in list of regions.	

Money for Blister Rust Work—There are about twelve deputies scouting and eradicating where necessary over the state at large, and as many or more deputies in the St. Croix Valley doing the same (about 26 in all). Every nursery is being inspected for blister rust three times this season, and nothing is being left undone, which will help eradicate this disease from Minnesota. Appropriations for blister rust work in the various states are as follows:

Massachusetts	\$50,000	1 year
New Hampshire	28,000	2 years
Vermont	20,000	2 years
Maine	10,000	2 years
Connecticut	20,000	2 years
Rhode Island	25,000	1 year
New York	25,000	1 year
Pennsylvania	10,000	1 year
Wisconsin	15,000	2 years
Minnesota	15,000	2 years

The Federal Government appropriated \$300,000 for the years 1917 and 1918, and of this, \$150,000 is being used to help the above states on a dollar for dollar basis.

Quarantine Modification—E. F. Benson, commissioner of agriculture, State of Washington, Olympia, Wash., has issued the following:

Whereas, a petition has been received from the organization known as "The Pacific Coast Nurserymen's Association" asking this Department to modify the White Pine Blister Rust Quarantine, so as to permit the shipment of currants and gooseberries from Oregon into Washington, and in view of the fact that the Federal authorities have had a corps of inspectors in the forests of the northwestern states carefully searching for evidence of the disease during the past season, and not having found it nor any knowledge of its existence, which reasonably determines the fact that there is none of the disease west to Minnesota, therefore we hereby present quarantine so as to permit the shipment of any five leafed pine nursery stock, currants or gooseberries from the State of Washington until further notice is given.

Another Stark has been added to the nursery industry. He arrived this month, weighs 8½ pounds and is the new son of Vice-President Paul C. Stark. Moreover his name is Paul C. Jr.

Oscar H. Will died August 26 at his home, Bismarck, N. D., aged 62 years.

The California Association

The seventh annual meeting of the California Association of Nurserymen will be held at the St. James hotel, San Jose, October 10-13, under the direction of President Leonard Coates, Morganhill, and H. W. Kruckeberg, secretary-treasurer, Los Angeles. The convention will open on the evening of October 10th when there will be addresses by the city manager of San Jose and the manager of the Chamber of Commerce and by Prof. Edward J. Wickson, editor of the Pacific Rural Press, and Hon. J. E. Richards. The first business session will open on October 11th. Following is the program:

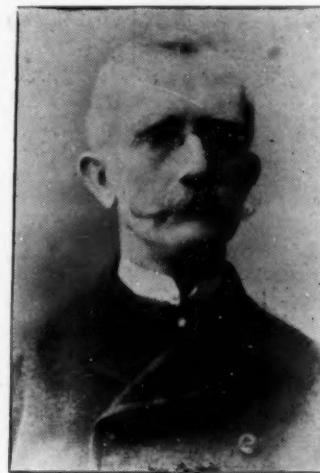
"California Nurserymen of the II and III Decades," Prof. Edward J. Wickson.

"From the Nursery Row to the Orchard Row," Elmore Chase, Deputy Inspector Sacramento County, Fair Oaks.

"Some Ideas on the Fumigation of Nursery Stock," Robert K. Vickery, Stanford University.

"How to Make Labor Content," Max J. Crow, The Crow Nurseries, Gilroy.

"Shall the C. A. of N. in future meet at



LEONARD COATES

same Time and Place with Annual Fruit Growers Convention?" Chas. E. Jackson, Cupertino.

Selection of the 1918 Meeting Place.

Election of Officers for 1918.

"The Planting and Care of Lawns," Geo. F. Wakefield, C. E., San Jose.

"The Vegetable Garden as a Home Beautifier," John Vallance, The Vallance Nurseries, Oakland.

"Some Desirable New and Rare Plants," D. W. Coolidge, President Coolidge Rare Plants," D. W. Coolidge, President Coolidge Rare Plant Gardens, Pasadena.

"Tree Surgery: Illustrated with Lantern Slides," M. A. Benjamin, San Jose.

"Advantages of Selected Scions from Rooted Trees," Dr. J. Eliot Coit.

"Standardization of Commercial Nursery Products," Wm. T. Kirkman, Jr., President Kirkman Nurseries, Fresno.

"The State Laws of Today and the Nurserymen," George H. Heck, State Horticultural Commissioner, Sacramento.

"Methods of Prevention of Tree and Plant Diseases," Earl L. Morris, County Inspector, San Jose.

Reports of Special Committees.

No matter what periodical you are taking, AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Briskly with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

In California Nurseries

R. M. Teague has been in the citrus nursery business since the later eighties, says a writer in the California Cultivation. He has supplied world's fairs with bearing orchards; he has shipped trees into Southern Africa and even into Central India. They have been months on the road, and the most severe criticism received was "The trees were all alive, but a little slow to start." These were citrus trees which are not supposed to be dormant and are known to be most difficult to transplant. The nurseries are located in eastern Los Angeles County at San Dimas.

The seed used for citrus stock is now almost exclusively secured from the sour orange grown in northern Florida or along the bayous of the Gulf of Mexico. These are called the sour stock or bitter orange. Time was when this seed was extracted by rotting down whole fruit. When the tissues were entirely softened under the process of decay it was mashed and thrown on a screen, when with strong pressure from the nozzle water was used to drive the pulp through the screen, leaving the seeds washed clean. Today the usual method is to run the fruit through a crushing machine, the pulp and seeds being all thrown on mesh or screen and the seed washed free of the pulp the same as with the other method. If for immediate planting drying is not necessary, but ordinarily they are partially dried, though some keep in water which is freshened daily. The seeds are very tender and must not be bruised or injured.

Formerly the seed were planted in lath houses, but now Mr. Teague's nurseries plant entirely in the open field. The trees are hardy and take on more satisfactory growth after being transplanted to nursery row. Planted in March or May they are given plenty of water for one year and husky young plants result. These are taken the next year, put in nursery row, one year's growth is given, then they are budded and another year's growth makes them ready for the market. It requires one or two years longer to produce a citrus tree than it does a deciduous tree.

Just over the Los Angeles County line in San Bernardino County are the Armstrong nurseries. The office and sales yard are almost in the center of Ontario on the world famous Euclid Avenue, 200 feet wide, 15 miles long, from Chino hills to San Antonio canyon, with four rows of shade trees, roses and other shrubs making every mile of it a delight. Mr. Armstrong has chosen a beautiful setting for the headquarters of his nurseries which require some 300 acres farther out. The Armstrong Nurseries grow citrus trees, more of roses, ornamental and other trees. The economic importance of avocados is appreciated and many varieties are budded. The growing of olives is a specialty. The conditions of climate and soil existing are favorable to the growing of a good nursery tree, the loamy soil is ideal for producing a good root system. In advance of digging and shipping olive trees are usually pruned back two or three feet which, with proper planting and immediate irrigation means "100 per cent stand."

At one time Mr. Armstrong made a large business of mailing roses—he has 250 varieties—to eastern purchasers. The mail order business is now secondary to the larger orders which come from wholesale and local business.

LEVAVASSEUR & FILS
Ussy and Orleans FRANCE
HEADQUARTERS FOR
Fruit and Ornamental
STOCKS

Sole American Agents:
August Rolker & Sons
51 Barclay Street, or P. O. Box 752
NEW YORK

Every advertisement in this Trade Publication is an eloquent defiance to the enemies of a republic and the principles of democracy. It is a standing declaration of the power and determination of the business men of this country that the progress and prosperity of its people shall not be defeated.

SELL MORE GOODS

Harness that force, cultivate that faculty of persuasion which lies dormant in all men, and train your magnetic qualities for use in your daily work. Read "How to Develop Power and Personality in Speaking," Grenville Kleiser's new book, and learn to close your deals on the spot by making your talk count. Thus you will gain access to a prolific field of new business, and will take larger and fuller orders from your established trade.

Price \$1.25 net; by mail, \$1.40.
AMERICAN FRUITS PUBLISHING CO.
39 State St., Rochester, N. Y.

Say you saw it in AMERICAN NURSERYMAN

Modern advertising has elevated the standard of business ethics. It conserves trade, extends business, creates good will; it protects and fosters legitimate enterprise.

FRUIT TREES ROSES MANETTI STOCKS
IN HEAVY QUANTITIES
Mr. John Watson, Nurseryman, Newark, New York, is our sole agent
for the United States and Canada
S. SPOONER & SONS
The Nurseries—Established 1820
HOUNSLAW, ENGLAND

WOOD LABELS
The kind that gives satisfaction
Can be supplied either plain or
printed, with Iron or Copper wire
attached in any quantity.

Our facilities for handling your
requisite are unexcelled.

Samples and prices are at the
command of a communication
from you.

DAYTON FRUIT TREE LABEL CO.
DAYTON, OHIO.

**French Seedlings
and Ornamental Stocks**
New prices are ready; consult with my Sole
Agent, John Watson, Newark, New York, for
prices and importing expenses.

Angers, F. DELAUNAY France

**How To Deal With
HUMAN NATURE
IN BUSINESS**

By SHERWIN CODY

Author of "How to Do Business by Letter," "The Art of Writing and Speaking the English Language," Etc.

A Big, Practical Book on Doing Business by Correspondence, Advertising, and Salesmanship

Direction, Suggestion, Study and Example, based on the Real Psychology of Business Effort. Considers with care National Characteristics, Service, Your Own Valuation of Yourself, Monopoly for Every Man, The Mind and How It Works, Advertising, The Imaginative Method and Its Uses, Principles of Appeal, Proportion and Emphasis, Analyzing a Business, Correspondence, Various Styles in Business Letter-Writing, System in Mail Order Correspondence, A Study of the Grocery Business, Collections by Mail, etc. Price, \$2.00 Net; by mail \$2.12.

American Fruits Publishing Company, Inc
39 State Street, ROCHESTER, N. Y.

You saw it in AMERICAN NURSERYMAN

August Rolker & Sons
**HORTICULTURAL PRODUCTS,
IMPORTERS, FORWARDERS**

Consult us before placing orders.
P. O. Box 752, NEW YORK, 51 Barclay St

WANTED

We require 4000 White Mulberry (*Morus alba*) from
12" to 24" high
Branched Stock preferred
For delivery fall of
1917
Give sizes and prices.

Lynch Nursery Co.,
INCORPORATED
MENLO PARK, CALIFORNIA

CHAS. DETRICHE, SR.
ANGERS, - FRANCE.
Grower and Exporter of

Fruit Tree Stocks, Forest Tree Seedlings, Rose Stocks, Shrubs, Vines and Conifers for Nursery Planting
Information regarding stock, terms, prices etc. may be had on application to Mr. Detriche's sole representative for the United States and Canada:

JACKSON & PERKINS CO.
Newark, New York.

Say you saw it in AMERICAN NURSERYMAN

For Fall, 1917—Spring, 1918

5,500 CATALPA BUNGEII, 1 yr. heads; 3-4 ft., 4-6 ft. & 6 ft. up.
20,000 CAROLINA POPLAR, 6-8 ft., 8-10 ft. & 10-12 ft.
120,000 BARBERRY: Thunbergii, Purple-leaf & Vulgaris.
2 & 3 yr. transplanted; 12-18 ins., 18-24 ins., 2-3 ft.
170,000 PRIVET: California, Ibota & Amoor River.
2 yr., 12-18 ins., 18-24 ins., 2-3 ft.

Also a large and complete line of high quality Nursery stock for the Wholesale Trade. Send for trade list.

T. W. RICE,

GENEVA, N. Y.

EVERGREEN SEEDLINGS & TRANSPLANTS

For Lining Out and Forestry Planting
THE NORTH-EASTERN FORESTRY CO.
CHESHIRE, CONNECTICUT

STANDARD PUBLICATIONS

American Nurseryman (Semi-Mo.)

A National Trade Journal For Nursery Growers and Dealers.
\$1.50 per year; Canada, abroad, \$2.00.
Advertising rate: \$1.40 per inch.
\$5.50 per year; Canada, Abroad, \$.75.
Advertising rate: \$1.40 per inch

Year Book—Directory (Biennial)

Of the Nurserymen of the United States and Canada
\$1.00 per copy, postpaid
Advertising rate: \$2.00 per inch

American Nut Journal (Monthly)

Only National Publication Devoted to Nut Culture of All Kinds
\$1.25 per year, Canada, abroad \$1.75
Advertising rate: \$2.10 per inch

These are the Standard Publications of the kind. Based upon 25 years' experience in the Horticultural Field. Endorsed by leading authorities everywhere. Absolutely independent. Address

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PUTNAM'S GARDEN HANDBOOK

A convenient, comprehensive and practical book. Valuable suggestions on Flowers, Trees, Shrubbery, Vines, Lawns and Birds. Cloth. \$2.00; \$1.60, postage, 15c. AMERICAN FRUITS PUBG. CO., 39 State St., Rochester, N. Y.

"A paper which gives the best value to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view." —W. Dumont, Chicago, Ill., in Printer's Ink.

GENEVA, N. Y.

Fumigation of Nursery Stock

It has been reported that little or no cyanide of potassium for making hydrocyanic acid gas can be found in the markets. The use of the cyanide of soda is therefore recommended. For further information on the subject attention is called to Bulletin No. 90, Part 2, Bureau of Entomology, United States Department of Agriculture, relative to the value of sodium cyanide for fumigation purposes. The best results in fumigating were with the case of the following formula:

Sodium Cyanide—Particular attention should be given to the grade of sodium cyanide for fumigating. It must be from 126 to 130 per cent. pure and guaranteed to contain less than one per cent. of sodium chloride. "One hundred per cent. pure" sodium chloride should never be used as it contains an excess of sodium chloride which may produce injury.

Use one ounce (avoirdupois) of sodium of cyanide, one and one-half fluid ounces of commercial sulphuric acid and two ounces of water to each 125 cubic feet of space. The exposure should be for one hour.

From Selected Types

Continued from Page 102

ditions, that show very distinct difference in hardness or ability to stand extremes of heat, cold or dryness. Sometimes, of course this may be due to different growing conditions that may not be apparent, but in many cases it is the result of a mutation first showing itself in the individual under notice, or the result of propagation from a mutated parent. Therefore, if such a plant

showing extraordinary hardness is propagated from, there is no doubt that its offspring, especially if the propagation is by means of cutting, budding or grafting, will inherit the hardness of the parent. Where the method of propagating is from seedlings this cannot be so sure as the blossoms of the parent plant may have been cross fertilized with the pollen from a plant showing different characteristics, resulting in a different form or hybrid. Another method of increasing hardness is the grafting or bud-root of a hardier sort, as is instances in the root of a hardier sort, as is instances in the case of grafting lilacs on *Ligustrum ovalifolium*, or *Ligustrum Nepalense*, *Japonicum macropophyllum* and *Japonicum marginatum aureum* and *excelsum superbum* on the root of *L. ovalifolium*.

It has been noticed that *Ligustrum coriaceum lucidum* is much more hardy than *L. Nepalense* and *Japonicum* in some localities. Now *L. coriaceum lucidum* appears to be a hybrid produced from *L. coriaceum* and *L. Japonicum*. If this is true, we have here an instance of the hybridization of two varieties producing a distinct variety of greater hardness, and quite distinctive form.

There is great room for improved varieties of increased hardness, especially in the South, for we have a number of varieties that are hardy much farther north, where the more continuous or even seasons affect their periods of growing and dormancy in a uniform manner, while in the South occasional warm seasons in the winter, inducing a rise of sap and producing a soft condition in the plant are followed by freezing temperatures resulting in severe winter killing, or great injury. Therefore, it would seem that the selection of types of varieties that harden off and have a ten-

dency to remain in dormant condition until they are safe from being injured by frosts, should be made for propagating purposes. Last winter in the South was a very disastrous one, especially in some localities where warm, rainy seasons occurred during the winter. In the Birmingham district nearly all of the large specimens of oriental arborvitae (*Biotia aurea*, *aurea nana*, *aurea conspicua*, and other types) were badly injured or killed outright, which is the first time this has occurred to my knowledge. Many other of the broad-leaved evergreens were badly injured or killed, such as the usually very hardy *Abelia grandiflora*, *Euonymus Japonicus* and types, *Ligustrum Japonicum*, *Ligustrum Nepalense*, and nearly all tea and hybrid tea roses growing on their own roots, and some growing budded on *Manetti* and other stocks. During this period I made frequent inspections of these varieties on private grounds where two or more plants of the same variety were growing closely together and also in nursery blocks, and was greatly impressed with the fact that without apparent reason one plant would be killed and along side another plant hardy if any injured. Therefore, I would strongly recommend that plants be closely watched for characteristic hardness and these selected for wood or seeds for propagating purposes, being sure that very valuable improvement will be had.

J. M. Bechtel and A. A. Simons of Hamburg, Iowa, have sold their apple crop to Henry Williams of Chicago. Mr. Bechtel expects to harvest from 4,000 to 5,000 barrels and Mr. Simons from 6,000 to 7,000 barrels. While the price was not given out, it was a little higher than they received last year.

Say you saw it in AMERICAN NURSERYMAN

NEW HAVEN NURSERIES

J. BAGBY & SONS CO.

NEW HAVEN,

MISSOURI

Our blocks of Peach, Apple, Cherry, Pear and Plum are
UNEXCELLED IN QUALITY

400,000 PEACH, in Car load lots or under,
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The very Highest Grade of goods and service that really serves. Think of Potted Evergreens 5-7 inches high, \$4.00 per hundred and up. Ready for the field right now, and stand both heat, cold and drought. Two Pear old Phlox at \$5.00 per hundred, the finest varieties; Peonies; Irises; Polish, Amoor River and California Privets. All kinds of Perennials and our Fruit Trees that do away with "kicks".

Our prices will help you to more business and more dollars.

The Farmers Nursery Co.

Troy, Ohio

APPLE - PEACH - PEAR

Fine stock of 2 year California Privet, Asparagus, Oriental Planes, Norway and Sugar Maples; Pin, Willow and Red Oaks, Lombardy Poplars, etc.

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Franklin Davis Nurseries, Inc.

JOSEPH DAVIS, Gen'l Mgr.

BALTIMORE,

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The Willadean Nurseries

OFFER A VERY COMPLETE LIST OF
Ornamental Trees, Shrubs, Evergreens, Vines and Herbaceous Plants
A LIMITED STOCK OF
FOREST TREE SEEDLINGS

and would advise placing orders early for seedlings. Forest Tree Seeds in limited supply. Prices quoted on application. Trade list ready.

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LINING OUT STOCK

AMERICAN GROWN

	1000	5000
Barberry Thunbergii, 8 to 12 in.	\$10.00	\$ 8.00
Barberry Thunbergii, 4 to 8 in.	5.00	4.00
Forsythia in assortment, 12 to 18 in.	12.50	10.00
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Privet Iota, 10 to 12 in.	8.00	6.00
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Spiraea Van Houttei, 12 to 18 in., strong	15.00	

Send for complete list of lining out stock.

IBOTA PRIVET

	1000	5000
12 to 18 in., heavy	18.00	15.00
18 to 24 in., heavy	25.00	20.00
2 to 3 feet, heavy	35.00	30.00
3 to 4 feet, heavy	45.00	40.00

Shrubs in car load lots.

ONARGA NURSERY COMPANY, Cultra Bros. Mgrs.
ONARGA, ILLINOIS

EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties in our experimental grounds not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out. THE GARDNER NURSERY COMPANY.

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Grape Vines

If you are in the market
for fancy stock I have it

Concord, Moore's
Early and Niagara
in large quantities

Fairfield Nurseries
(CHAS. M. PETERS)
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1917 EDITION
AMERICAN NURSERY TRADE

DIRECTORY
Completely Revised Many Changes

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AMERICAN FRUITS PUBG. COMPANY
ROCHESTER, N. Y.



STRAWBERRY PLANTS

Trade list now ready
We are shipping all the time. The largest
stock in the Southwest. Let me
have your want list. Thirty-eighth
year in the business.

J. A. BAUER
Lock Box No. 38 Judsonia, Ark.

We specialize in HARDY PERENNIALS and OLD-FASHIONED FLOWERS and have the largest and best list of varieties to select from in this country at attractive prices to the Trade. Write.

PALISADES NURSERIES, Inc.

SPARKILL, ROCKLAND CO., N. Y.
R. W. CLUCAS, Manager

"HATHAWAY'S"

The Most Extensive Exclusive Berry Plant
Nursery in America

The leading varieties supplied in large quantities, including Fall Bearers: Currants, Grapes, Gooseberries, Blackberries, Curries, Goosberries, Grapes, Fruit Trees, Roses, Shrubs, Eggs for Hatching, Crates, Baskets. Catalog free.
L. J. Farmer, Pulaski, N.Y.

WICK HATHAWAY, Madison, Ohio

MAGNOLIA GRANDIFLORA. All sizes, one to six feet. Write for prices on these and other items; we have the stock to make prompt shipment and guarantee satisfaction.

VALDESIAN NURSERIES
Bostic, North Carolina

PEACH SEED CROP 1916. The buildings we want to move and the seed must go. Are you interested? so write for samples and prices.



CLOSING DATES
FOR ADVERTISEMENTS IN
AMERICAN NURSERYMAN
12TH AND 27TH EACH MONTH

NEW BOOK JUST ISSUED

Plant Propagation Greenhouse and Nursery Practice

By M. O. KAINS

So many discoveries of new facts by plant investigators, shortcuts and "wrinkles" worked out by plant propagators, and nursery, greenhouse and garden methods simplified or made more effective, have made books hitherto available on plant propagation out of date.

There has also been an insistent call for a volume that would not only include the character of information wanted by nurserymen and other plant propagators, but also discuss the subject of plant propagation from the standpoint of fundamental principles, and include the latest conclusions advanced by investigators throughout the world.

This new book by Professor Kains will appeal with equal force to the amateur, the professional propagator, and the teacher in agricultural colleges and schools.

The book devotes many pages to special plant lists and condensed directions for propagation of vegetables, fruits, annual and perennial flowers, bulbs, ferns, orchids, cacti, evergreens, deciduous trees and shrubs, vines, water plants, greenhouse and house plants and palms.

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Illustrated: 5½x7½ inches. 342 pages. Cloth. Price \$1.65

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Clinch More and Bigger Sales

by developing your "selling personality." Here's the helpful, inspiring book to show you how. Successful Selling, by E. Leichter. It gives you the secrets of order-getting salesmanship; explains how to select the right approach, presentation and closing for each individual prospect. It will help you make of yourself a commanding salesman. Handy size for your pocket, 54 cents postpaid.

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If it relates to Commercial Horticulture it is in "American Nurseryman."

"A paper which gives the best value to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view." —H. Dumont, Chicago, Ill. in Printer's Ink.

SCARFF'S NURSERY

SMALL FRUIT PLANTS

1200 Acres "At its 28 Years"

Blackberries gooseberries Rhubarb Hardwood Cuttings Butterfly Bush
Raspberries currants Privet Horseradish Spires
Strawberries Dewberries Grape Vines Asparagus Berberis

100,000 transplanted Raspberry, Blackberry and Dewberry plants for retail trade. See whole sale list before placing your order

NEW CARLISLE, W. N. SCARFF & SON OHIO

IF in need of RELIABLE NURSERY STOCK

that is well grown, well dug and well packed

Send to the BAY STATE NURSERIES

Wholesale and Retail

NORTH ABINGTON, MASS.

Is the Business An Anomaly?

Editor American Nurseryman:

In your September issue, we notice an editorial headed, "Quote Prices Below Cost." We hardly like to see you criticise this party too severely. We have not the slightest idea who you refer to, but be gentle with him. We cannot help but admire his courage to come out openly and do just what the rest of us are trying to do on the quiet and still make our fellow-nurserymen believe we are all "princes" in a business way.

We will venture the opinion that this party whoever it is, has got disgusted with the unreasonable methods used by us nurserymen. I say us, because we are ready to plead guilty with the rest. We just lately had an experience that we are actually ashamed of and we feel better now that we are relieved from the embarrassment that we expected to be placed under.

There is going to be a large planting right here in our neighborhood, not over a mile from our office. It will probably be in the next year or two, from \$3000.00 to \$5000. Not many weeks ago we got a nice list to figure on, stock that was wanted either this Fall or next Spring, presumably this Fall. We made figures on this list and sent in our bid. From past experience we knew that no one would make a fortune on this job, in fact we had every reason to believe that if anyone succeeded in making a few dollars to help buy their winter coal with, he would be in great luck and it being right here in our neighborhood, we cut the price down until we were actually ashamed of ourselves.

After the bid went in, the writer lost about three nights' sleep, trying to figure out some plausible excuse to offer to our competitors when they put us on the carpet to know why we should disgrace the nursery business with any such offers. We finally got so we could sleep fairly well after we thought we had figured out a good apology to offer.

Not many days afterwards, we were notified however, that our bid was altogether too high, some three or four others was so much under us, that they had felt compelled to place the order elsewhere, so we were quite relieved to think we had escaped going through this ordeal of explaining our position.

There has been a good deal of talk the last year or two about the wholesaler quoting wholesale prices to the individual buyer. Now while this is all wrong and in our opinion would never be tolerated in any other line of business, let us all come out and confess that the retailer is just as bad as the wholesaler and it begins to look as if instead of finding so much fault with our competitors, that we better drop the matter and just go at good hard work, attend to our own business, not pay any attention to what the other fellow is doing, cut and slash just as circumstances seem to demand.

Whoever the party is that has got this contract we speak of, cannot hope to make but a few dollars on the deal and he probably figures that those few dollars will help to pay his legitimate expenses in his legitimate business, (if he has any.)

So, as we say Mr. Editor, instead of criticising this party too severely, let us pat him on the back for trying to be honest enough and come out and admit what he is doing, instead of beating behind the bush and being two-faced.

We are fully convinced that the nursery business is different than any other or the men managing the business are different than any other. For a little thought and comparison, let us just imagine what the automobile business would be today, if it was conducted on the same principles that the nursery business is. If such was the case and a salesman got in close competition and was able to sell a machine, make profit enough to buy a new spark plug, he would be entitled to wear a leather medal.

T. J. FERGUSON.
Wauwatosa, Wis. Sept. 7, 1917.

Spiraea Van Houttei

2-3 ft.—3-4 ft. and 4-5 ft.

Our stock of this fine shrub is complete in all sizes. Quantity large enough for usual demands.

Berberis Thunbergi**Big stock of fine plants**

12-18 in.—18-24 in.—24-30 in. and 2-3 ft.

**Shrubs in Large Assortment
Young Stock for Lining Out**

Why buy imported plants when you can secure the best American grown stock. Try us once.

**AURORA NURSERIES
AURORA, ILLINOIS**

National Publicity

There is not a live member of any branch of the craft but would have listened with intense interest to the very practical and business-like views of Richard A. Foley, advertising expert, as set forth in an address at the September meeting of the Florists' Club of Philadelphia, in reference to the coming publicity campaign of the Society of American Florists, which he announced was to be a national advertising campaign of practical service, says the American Florist.

In answer to the question, "Can the general advertising plan be of use to the individual?" Mr. Foley said that the committee raised the steam, and each individual would be benefited by the use he made of it. In giving aid to this general movement he was helping himself, as everything he did locally was a distinct betterment to his business. Subscribers among the growers would not get their money back at first, but that it would eventually be returned in generous measure. He cited a number of cases of advertising successes, where the money was still being spent when stock was all sold out for years to come. DuPont's have now all the business they can possibly attend to, but are looking ahead, and advertise the advantage of breeding wild game; also the pleasures of trap shooting. This is done to have a market for their products after the war. The Stetson Hat Co. makes the best known hat in the country, but having the leadership, they advertise, to keep it. They send out thousands of electrocuted dealers who handle their hats for their local advertising, as well as booklets. The National Hosiery Co. has increased its output 30 per cent in a year by advertising and helps to local dealers. Disston's saws are at the top of the heap, but they keep their name before the people by advertising, so that buyers will ask for Disston's saws. Victor talking machines and Victrolas are being very largely advertised, although their entire product for the next three years is already sold. Their business last year amounted to \$81,000,000. They value their name and good will so highly that they retain it by constantly keeping it before the people, so that they will insist on getting Victrolas, and be beguiled into taking substitutes. Three recent ads of this company cost \$12,000 each in single insertions in the Curtis magazines. The Wanamaker store during the past season was obliged to get additional Victrolas over their order, from dealers all over the country. Velvet Joe tobacco, whose face and name Mr. Foley had originated, had increased their product 400 per cent.

Article V of the by-laws of the Southern Nurserymen's Association reads as follows:

The Executive Committee shall consist of five members, three of whom shall be ex officio as provided above, and shall manage the affairs of the Association. It shall elect one member as chairman of the committee, and the chairman shall, on his own motion, or upon the request of two members of the committee, convene said committee for the transaction of such business as may come before it at such place as may best meet the convenience of the committee, whenever a meeting of the Executive Committee may be deemed necessary. When such called meeting of the Executive Committee shall be held, the expense thereof shall be paid out of the funds of the Association.

Similar provisions for executive committee meeting expenses should be made by the American Association.

ILLUSTRATION OF BOX-BARBERRY

SEE PAGE 102 OF THIS ISSUE

Box-Barberry

Dwarf type of
Berberis Thunbergi
New Edge and Dwarf Hedge Plant

ORIGINATED at our Nursery sixteen years ago among a batch of Japan Barberry seedlings. It attracted attention in the seedling bed and has been under careful watching since. The original plant is now about 2½ feet wide, and globelike in shape, its natural form.

It is pronounced a most valuable find by all who have seen either the original plant or the stock we have propagated from it, including experienced nurserymen, landscape architects and gardeners, experiment station men and amateurs.

The public will take to it immediately. It's just what is wanted. As a formal-garden edge plant it is ideal;—this means thousands of it for many a single order. Equally desirable as a low and medium hedge plant, assuring a heavy demand. Trims into perfect formal specimens.

Propagates readily from either hard or soft wood cuttings. Will not come true from seed.

Offered to the Trade Fall 1917--No Restrictions

Offered to the general public and will be freely advertised in Fall 1918 and Spring 1919. Get up a stock and be ready for the certain heavy demand.

Prices to the Trade, November delivery---strong two year plants, no growth removed:

\$400.00 for one thousand
\$250.00 for five hundred
\$75.00 for one hundred
\$20.00 for ten
\$150.00 for two hundred and fifty
\$50.00 for fifty
\$37.50 for twenty-five
\$10.00 for three
\$5.00 for one

Stock at present exclusively owned by us.

The Elm City Nursery Company,
Woodmont Nurseries, Inc.

NEW HAVEN, CONN.

New Nurseries at Woodmont, Conn.

Mahaleb vs. Mazzard

Editor American Nurseryman:

In reply to the correspondent of the *Rural New Yorker* regarding his advice to buy only trees budded on Mazzard, would say that much may depend upon location. Being in Columbia county, Pa., Mazzard may be all right, owing to the fact that it grows as a native in many parts of Pennsylvania. Generally speaking, however, the Mazzard stock is very unsatisfactory, as it is tender, often winterkills in the nursery, root and top. The writer lost about 25,000 Mazzard in nursery the past winter on which he had a splendid stand of buds; while Mahaleb alongside were not injured in the least. This often happens. Perhaps 95 per cent of all the cherry in the United States are on Mahaleb roots. Sweets may be better on Mazzard in certain locations. The Mazzard is subject to leaf spot and rust and very difficult to bud successfully some seasons. All of the best orchards in Michigan and Wisconsin are on Mahaleb.

W. C. REED.

Vincennes, Ind.

Prof. J. G. Sanders, economic zoologist of Pennsylvania, announces: "The Pennsylvania Department of Agriculture hereby prohibits the shipment, transportation, acceptance, receipt or sale or other disposal in the Commonwealth of Pennsylvania of any coniferous (evergreen) trees, such as spruce, arbor vitae (white cedar), fir, hemlock, or pine, known and described as 'Christmas trees,' and parts thereof, and also decorative plants, such as holly and laurel, known and described as 'Christmas greens or greenery,' which were cut or originated in the gipsy moth quarantine area as bounded, maintained and described by the Federal Horticultural Board."

Federal Quarantines—Summarizing the Federal Quarantines: On September 16, 1912, Federal Quarantine No. 7, prohibiting all five-leaf pines entering the United States from Europe and Asia. March 16, 1916, amendment No. 1 to this quarantine went into effect, prohibiting the importation of five-leaf pines, currants and gooseberries from the Dominion of Canada and Newfoundland. On June 1, 1917, amendment No. 2 of Quarantine No. 7, prohibited importation from Europe and Asia of all varieties of currants and gooseberries. June 1, 1917, Quarantine No. 26, prohibited interstate movement of five-leaf pines, currants and gooseberries west of the western boundary of Minnesota, Iowa, Missouri, Arkansas and Louisiana, and prohibited the movement of five-leaf pines and black currants interstate to points outside the area comprising the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and New York. An amendment to this quarantine had the effect of exempting New York from this quarantine during May, 1917.

How Dunlap Grows Apples—Apples are growing in the big Dunlap orchard south of Champaign and just north of Savoy, Illinois, but apples grow in this orchard every year because the trees are properly taken care of, says the Bloomington *Pantagraph*. These trees are on the black soil of central Illinois, which many people say will not grow apples, but it grows apples for Mr. Dunlap with surprising regularity because he has mastered his business, knows how, and meets the requirements of cultivation, spraying, pruning, etc. He has learned to grow apples just as farmers in general have learned to grow corn and on the average makes a great deal more money from the apples than they make from corn. The lower limbs are allowed to grow and the tree assumes a pyramid from the ground up, quite different from the ordinary custom of pruning, and yet the successful orchardists have learned that this low heading is a decided advantage.

Pines Susceptible to Blister Rust—Eastern white pine, *P. strobus*; western white pine, *P. monticola*; western sugar pine, *P. lambertina*; limber pine, *P. flexilis*; stone pine, *P. cembra*; Himalayan white pine, *P. excelsa*, and Japanese white pine, *P. parviflora*.

Crown Gall—Nurserymen are again urged by the Minnesota Inspector to be extremely careful about shipping trees or bushes affected with crown gall from their nurseries. We occasionally hear of consignments of trees from Minnesota being condemned by some purchaser in another state on account of the presence of crown gall. We refuse to give certificate to any Minnesota nurseryman who has a large amount of crown gall on raspberry plants.—Minnesota Entomologist.

The Late Philippe De Vilmorin—The Journal of Heredity publishes an interesting review of the history of the well-known French seed house of Vilmorin, of which the head partner, Monsieur Philippe de Vilmorin, died recently. It would appear that the business was founded as early as 1727, though not under the name of Vilmorin. It was a little Paris seed store, with the quaint name of "Au coque de la bonne foy," kept by Pierre Geoffroy, whose daughter married a botanist named Pierre d' Andrieux. The daughter of this couple married, in 1774, Philippe-Victoire-Leveque de Vilmorin, and thus was founded the business known ever since as that of Vilmorin, Andrieux et Cie.—one of the most celebrated in the world. The de Vilmorins have in every generation been identified with horticultural progress.

Canada last year imported apples from the United States to the value of \$791,743 and exported apples to United States to the United States to the value of \$27,217. Her report of apples to the United Kingdom amounted in value to \$1,730,051.

Nebraska orchards will harvest 1,600 cars of apples this fall, according to Val Keyser, prominent orchardist of Nebraska City. His report is filed with the state horticultural board. The Ben Davis variety will furnish 1,000 cars, he says.

LITERATURE

Johnson's gardeners' dictionary and cultural instructor, G. W. Johnson, edited by J. Fraser and A. Hemsley (London: George Routledge & Sons, Ltd. (1917), new ed., pp. 923).—The present edition of this old English work, although based on the original edition of 1846, has been thoroughly recast and brought down to the year 1917, both from the standpoint of plant nomenclature and cultural practices. Many thousand names of new plants have been added.

History of the avocado and its varieties in California with a check list of all named varieties. I. J. Condit (Mo. Bul. Com. Hort. Cal., 6 (1917), No. 1, pp. 1-21, figs. 5).—In addition to brief historical notes on the avocado in California, 54 varieties originating in the state and 86 varieties originating elsewhere are listed.

What, Where, When and How To Plant. E. E. Bohlender, Tippecanoe City, O., pp. 36. fig. 74.—A concise manual dealing with the culture of berry plants, roses, shrubs, evergreens, vines and perennials.

Apples: Production estimates and important commercial districts and varieties. H. P. Gould and F. Andrews (U. S. Dept. Agr. Bul. 485 (1917), pp. 48, figs. 16).—A statistical study of the apple industry of the United States containing estimates relative to the production and distribution of the principal varieties in the country as a whole and in the individual States, including also an outline of the distribution of the apple industry in each State and the varieties grown. Estimates are also given of the proportion of early and late apples produced in each State and of the annual production of apples as a whole in the United States from 1890 to 1916, inclusive.

John Kennedy, of Troy, has sold the apple crop from his orchard, about forty-five acres, for \$7,000 cash. The purchaser picks and packs the apples and Kennedy does nothing but take the money. He says the crop is the best he ever had. About half the apples are Ben Davis and half Jonathans.—Wathena, Kan., Times.

A Practical Remedy

(Continued from page 101)

policies by the nurserymen as will the nurserymen themselves.

CO-OPERATION

At last I have come to the question your committee assigned me, co-operation. Co-operation means concurrent effort, joint operation, operation jointly to the same end. Co-operation in its broadest analysis means brotherhood. This is no new doctrine about which I am speaking to you, neither is it the theory of a Utopian dreamer, but it is a fundamental principle of life founded upon eternal truth. Two thousand years ago there lived a great Teacher whose perspective of life was perfect, whose insight was keen and true. He gave to the world a code of ethics sufficient for every man and for every age, meeting the full need of every heart and of every life. He taught that man's highest duty was to man, not self, and that efforts so spent brought success. He interpreted to us the meaning of co-operation, of unselfish and unwavering devotion to others. He taught that business built upon greed and unselfishness was a failure and, the converse, that business built upon unselfish endeavor brings success. To be sure, the sublimity of these great truths is just beginning to impress itself upon our minds, and as yet many of us fall utterly in living up to our ideals and opportunities, but we have caught the vision and sometime, somehow, somewhere, the ideal will be reached. Co-operation is the key which unlocks the treasures of organized effort. We may build the most perfect

organization the business world has ever seen or the mind of man conceived, and without hearty, honest, consistent co-operation of the members participating it will be money, time, and effect thrown away. We may perfect proper standards wherever needed, and we should, but just so long as there is a disregard of these standards we will not move a peg. If the committee on standardization should be able, and beyond question it will, to recommend to the American Association a minimum price on plants, both wholesale and retail, and if any member participating in the organization is unwilling to give or take on this basis, or if, perchance, he holds to the theory that he is especially favored of the gods, therefore should be able to buy below the agreed standards and sell above, if, I say, there be such a self-seeking individual among the fraternity, he should oppose strenuously our efforts towards co-operation for he does not believe in the principle of co-operation.

Beyond any sort of question one of the recommendations of the committee on standardization will pertain to the ethical side of the business, and it should. Some of their recommendations, I take it, will be as follows: Who are entitled to wholesale trade lists? What is our relation to the trade and to the public? What general standards, ethical or otherwise, should be adopted? Now these questions are pertinent and occupy a place, and rightly so, on every program, and I believe the best way to solve these problems is in the manner proposed in the pending resolutions, enforced if necessary, by invoking Article IX of the Constitution. It will be readily agreed that when we have adopted such standards as the committee may in its best judgment work out, the one thing needful is the co-operation of all in establishing such standards, and, to be sure, here we run counter to our individualism. Someone is already saying, "I have a perfect right as an individual to sell to whom I choose and at whatever price I choose the property which belongs to me," and in a measure this is true, but when we have agreed through association upon a plan of "operating jointly to the same end," and when judged from this angle, it becomes not a question which affects the individual but rather a question affects the whole. One of the criticisms which came to me at Philadelphia was the interference of the nurseryman's relations with the department stores. Some raised the question, "I would forfeit my membership in the Association before I would give up my trade with the department stores," and my answer to him was, "I think you will hardly do that, but if, after mature deliberation that is your determination you would feel more at home in an association for the promotion of the interests of the department stores than you would in a nurserymen's association," and I am of the same opinion today. Let me illustrate my position. I have a customer in Dallas who gives me an order for 5,000 assorted roses, and I know he plans to dispose of these plants to the local retail trade. We are members of the same organization for the promotion of our mutual interests. Along comes Mr. Department Store and in full page advertisement on Sunday, conspicuously displayed in one corner of which he tells the rose buying public that on Monday he will sell "fine two-year roses at 15¢ each." My customer learns that I furnished this department store these plants at the same price, or at a less price than that sold to him. How long would it take me to con-

vince this man that I am honestly in favor of co-operation. Gentlemen, this question is not debatable and we all know it, and just as certainly as I speak to you, we have come to the parting of the ways. Co-operation must be more than lip service, more than a beautiful subject upon which we love to speak; co-operation, if it is worth considering at all, is worth living up to. The pronouncement of the Nurserymen's Associations, whether state, district, or national, must be unequivocally favorable to all the membership, and it must deliver the goods. It must make good or there will be disintegration. If we are going to preach co-operation, we must, to retain our own self-respect and the respect of our associates, make it the basis of our dealings.

Ten years ago if I had said the things to you that I am speaking this evening, you would have called me a dreamer, and some of you, my good friends, would have looked into my face with profoundest pity, and yet, when I look at your program I notice that practically the entire evening is taken up with talks on co-operation. We used to hold to the theory that the road to business success was strewn with the whitened bones of our competitors who had fallen by the way, and that he who could boast of the greatest number of business scalps was a business prince. "Put the other fellow out of business," was once a business slogan, where today it is "help the other fellow make good," and this is true progress. There is a principle which is true to life everywhere, and that is, in giving we grow. We can no more lead a selfish business life and succeed, than we can lead a selfish life socially and surround ourselves with friends. No man lives to himself alone, and no man attains true success by following that theory. Co-operation is the slogan of the hour. Under this banner the armies of America have today joined force with the armies of France and England and the rest of our allies, to the end that greed and selfishness may be put down, that liberty may live, and that democracy rather than despotism may rule the world. Upon the common ground of humanity, we are co-operating with other nations of like mind and heart to a single purpose, that this world may be secure from greed and oppression. And, while the cost staggers us, who would say the ends do not justify the cost.

But what has all this to do with the subject, business co-operation? Simply this, if there is to be co-operation there must be some common ground upon which to stand. There must be singleness of purpose, there must be unselfish devotion to the principle involved. As co-workers together we are endeavoring to build a structure, big and broad and strong, and we name it "Organization." Above the door we are writing "Co-operation." To him who would enter, let him leave behind greed, selfishness, and destructive individualism. Let him come with clean business policies, with a disposition to carry fair under all the vicissitudes of life, and with a desire to live and to help somebody else to live, and he will be welcome. This, my friends, is my conception of co-operation.

WANTED

We solicit correspondence with party capable of managing and propagating three year old nursery. Must be first class man with experience.

Rhinelander Nursery Company

RHINELANDER, WIS.

Say you saw it in AMERICAN NURSERYMAN



WANTED

Nursermen to draw on us for the following

Peach, Apricot, Apple, Pear,
Plum, Cherry, Pecans, Roses
and Other Ornamentals

HEIKES - HUNTSVILLE - TREES

All our own growing. In good assortment. Prices right.

HUNTSVILLE WHOLESALE NURSERIES

HUNTSVILLE, ALA.

Vincennes Nurseries

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